

# Global OBD-II GPS Tracker Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global OBD-II GPS Tracker market size is expected to reach \$ 1815 million by 2032, rising at a market growth of 12.7% CAGR during the forecast period (2026-2032).

In 2025, global OBD-II GPS Tracker production reached approximately 13.6 million units with an average global market price of around US\$56 per unit. Single-line annual production capacity averages 60 k units with a gross margin of approximately 38-39%. The upstream of the OBD-II GPS Tracker industry primarily consists of electronic components such as chips, sensors, and antennas, which are concentrated in the fields of electronics and communications. The downstream applications are divided into passenger cars (accounting for about 60%), commercial vehicles (about 30%), and others (about 10%), with consumption proportions. The industry chain analysis indicates a rapid growth in market demand. The demand analysis points out that with the increase in the number of vehicles on the road and the rising demand for location-based services, there is a continuous upward trend in the market demand for OBD-II GPS Trackers. The business opportunity analysis emphasizes that the integration of big data and the Internet of Things technology is bringing new growth points to the industry.

The OBD-II GPS Tracker is a sophisticated device designed to seamlessly integrate with vehicles, offering an effortless plug-and-play experience. It serves as a robust solution for real-time tracking, providing accurate location data while ensuring the vehicle's safety and efficiency. This compact tracker offers a comprehensive suite of features, including comprehensive mapping, geofencing, and historical tracking, making it an indispensable tool for monitoring and managing the vehicle's performance. It also enables remote control and alert notifications, ensuring peace of mind for the user. In essence, the OBD-II GPS Tracker is a powerful, user-friendly device that enhances the overall experience of vehicle ownership.

This report studies the global OBD-II GPS Tracker production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for OBD-II GPS Tracker and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of OBD-II GPS Tracker that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global OBD-II GPS Tracker total production and demand, 2021-2032, (K Units)

Global OBD-II GPS Tracker total production value, 2021-2032, (USD Million)

Global OBD-II GPS Tracker production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global OBD-II GPS Tracker consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: OBD-II GPS Tracker domestic production, consumption, key domestic manufacturers and share

Global OBD-II GPS Tracker production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global OBD-II GPS Tracker production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global OBD-II GPS Tracker production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global OBD-II GPS Tracker market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Teltonika, Ruptela, CalAmp, Radius Telematics, Zetronix, LandAirSea, AccuGPS, Bouncie(Tail Light), Geotab, Novatel, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World OBD-II GPS Tracker market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global OBD-II GPS Tracker Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global OBD-II GPS Tracker Market, Segmentation by Type:

2G

3G

4G

Universal Network Compatibility

Global OBD-II GPS Tracker Market, Segmentation by Positioning Accuracy:

Sub-meter Positioning Accuracy

Centimeter-level Positioning Accuracy

Global OBD-II GPS Tracker Market, Segmentation by Application:

Passenger Cars

Commercial Vehicles

Others

Companies Profiled:

Teltonika

Ruptela

CalAmp

Radius Telematics

Zetronix

LandAirSea

AccuGPS

Bouncie(Tail Light)

Geotab

Novatel

iWave Global

ATrack Technology

Shenzhen Sinocastel

Shenzhen Seg Smartechs

Shenzhen Jimi IoT

Guangdong Gosun Telecommunications

Shenzhen Neoway Technology

Shandong Zhiren Cloud IoT

Luanyi Technology (Shenzhen)

Shenzhen Connected Car Cloud Technology

ShenZhen ZhuoTaiDa Electronic Technology

Shenzhen Nazve Technology

Shanghai Queclink Wireless Solutions

Shenzhen Vodofo Technology

Shenzhen Boshijie Technology

Shanghai Zhuoyuan Information Technology

Guangxi Hengsheng Electronics Technology

Shanghai Quectel Wireless Solutions

Guangdong Changbao Information Technology

Key Questions Answered:

1. How big is the global OBD-II GPS Tracker market?
2. What is the demand of the global OBD-II GPS Tracker market?
3. What is the year over year growth of the global OBD-II GPS Tracker market?
4. What is the production and production value of the global OBD-II GPS Tracker market?
5. Who are the key producers in the global OBD-II GPS Tracker market?
6. What are the growth factors driving the market demand?

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